

# Department of Planning, Housing, & Community Development

Director, Dr. Juliet Berling

**Meeting Date:** 29, December 2015

**Sent To:** Commission on Architecture & Urban Design Members

**Subject:** 41 Chenango Street - Signage Review

Tax ID: 160.41-1-10 CAUD 2015-88 Case:

#### **Review Requested** Α.

Mr. Eric Olson submitted an application for Design Review on behalf of the Applicant, BCK-IBI Group for the property located at 41 Chenango Street. This property is a landmark located in the Court Street Local, State and National Historic District; all exterior modifications, including signage, must be reviewed and approved by the Commission on Architecture and Urban Design (CAUD) in accordance with §18-78 of the City of Binghamton City Code prior to any proposed work being completed.

#### B. **Proposal**

The Applicant proposes two window decal on the east facing, Chenango Street facade. The signs proposed centralized in the two central window bays, appear to have less than 50% coverage on the windows. Additionally the Applicant has proposed to place two design oriented signage pieces on the flanking windows of the two central panes to continue the design aesthetic and marketing of the signage. These two additional designs do not count to the total signage window coverage.

#### C. **Permitted Sign Regulations**

49 Court Street is located in the C-2, Downtown Business District. Under the Zoning Code. The sign is 22" in height and 189.5" in width covering an area of approximately 29 square feet of the windows. According to staff calculations, this does not pass the allowable square footage of signage for this frontage, and is no more than 50% of the total area of the window.

#### D. **Staff Findings**

The proposed signage is generally within the standards set forth by the City Historic Design Guidelines (page 83). Because of the limited scale and design of the signage, staff has determined that the signage will have minimal impact on the buildings scale, massing, or character defining features.

### E. Historic Guidelines

The Historic Design Guidelines require that signage be appropriate size and color for the buildings on which they are placed. Additionally the guidelines state that signage should be appropriate in the context of the building and that it be easy to read without overly complicated graphics and writing. Overall, signage should be sensitive to the historic nature of the building.

Staff has evaluated signage based on these criteria, and determined that the current implementation of signage, in design and scope, is appropriate for this particular building.

## F. Photographs



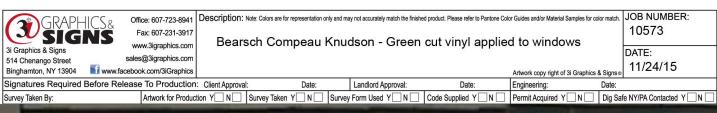
Site Conditions (15, December 2015)

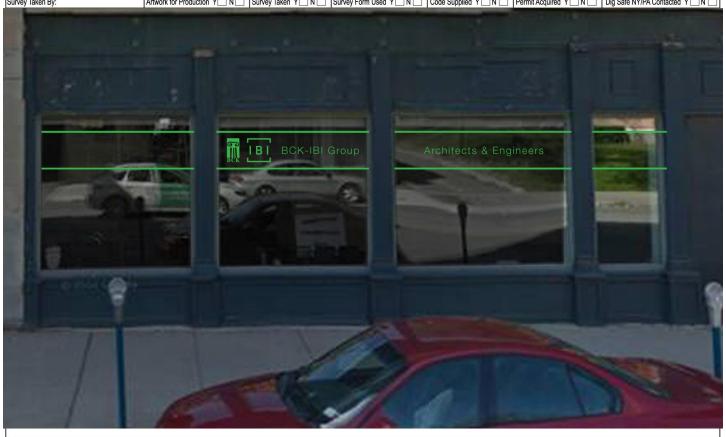


Site Conditions (15, December 2015)



Site Conditions (15, December 2015)





Proposed Conditions (15, December 2015)

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